Contract Agreement Between:

CONTRACT

KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777
www.koat.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

Contract / Revision	Alt Order #
968210 /	

Product
Candidate

Contract Dates	Estimate #	
10/26/12 - 11/06/12	12954	

Advertiser	Original Date / Revision
Heinrich/D/Senate	10/26/12 / 10/26/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KOAT	Beth Pfefferle	Albuquerque - L

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 4	KOAT	10/29/12	11/05/12	Good Morning America	7-9a		:30			NM	6	$1,800.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	MTWTF--	5	$300.00							
Week:	11/05/12	11/11/12	M------	1	$300.00							
N 10	KOAT	11/01/12	11/01/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	$175.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	---T---	1	$175.00							
N 23	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	$525.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$525.00							
N 37	KOAT	10/30/12	10/30/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	$650.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$650.00							
N 45	KOAT	10/30/12	10/30/12	HAPPY/DONT TRUST	8-9p		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$1,500.00							
N 46	KOAT	10/31/12	10/31/12	NASHVILLE	9-10p		:30			NM	1	$1,515.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	--W----	1	$1,515.00							
N 47	KOAT	10/29/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	$800.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	M------	1	$400.00							
Week:	11/05/12	11/11/12	M------	1	$400.00							
N 48	KOAT	10/29/12	10/29/12	Anderson Cooper	11a-12n		:30			NM	1	$110.00
Class of Time - Immediately Pre-emptible without notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	Candidate	12954

Advertiser	Original Date / Revision
Heinrich/D/Senate	10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	M------	1	$110.00						
N 49	KOAT	11/02/12	11/02/12	General Hospital	2-3p/1-2p			:30		NM	1	$140.00
	Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	----F--	1	$140.00						
N 50	KOAT	10/31/12	10/31/12	Nightline	1105-1135p			:30		NM	1	$135.00
	Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--W----	1	$135.00						
									Totals		16	$7,350.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 -11/05/12	16	$7,350.00	$6,247.50	$437.33	$6,684.83
Totals	16	$7,350.00	$6,247.50	$437.33	$6,684.83

Signature: _____ **Date:** _____

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Billing Cycle	Billing Calendar	Cash/Trade
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Station	**Account Executive**	**Sales Office**
KOAT	Beth Pfefferle	Albuquerque - L

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Demographic
Adults 25-54

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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	MTWTF--	5	$300.00							
Week:	11/05/12	11/11/12	M------	1	$300.00							
N 10	KOAT	11/01/12	11/01/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	$175.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	---T---	1	$175.00							
N 23	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	$525.00
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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$525.00							
N 37	KOAT	10/30/12	10/30/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	$650.00
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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$650.00							
N 45	KOAT	10/30/12	10/30/12	HAPPY/DONT TRUST	8-9p		:30			NM	1	$1,500.00
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	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-T-----	1	$1,500.00							
N 46	KOAT	10/31/12	10/31/12	NASHVILLE	9-10p		:30			NM	1	$1,515.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	--W----	1	$1,515.00							
N 47	KOAT	10/29/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	$800.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	M------	1	$400.00							
Week:	11/05/12	11/11/12	M------	1	$400.00							
N 48	KOAT	10/29/12	10/29/12	Anderson Cooper	11a-12n		:30			NM	1	$110.00
Class of Time - Immediately Pre-emptible without notice												

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	M------	1	$110.00						
N 49	KOAT	11/02/12	11/02/12	General Hospital	2-3p/1-2p		:30			NM	1	$140.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	----F--	1	$140.00						
N 50	KOAT	10/31/12	10/31/12	Nightline	1105-1135p		:30			NM	1	$135.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--W----	1	$135.00						
N 51	KOAT	10/30/12	11/02/12	M-F A7N This AM @ 430a	430-5a		:30			NM	1	$50.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-TWTF--	1	$50.00						
									Totals		17	$7,400.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 -11/05/12	17	$7,400.00	$6,290.00	$440.30	$6,730.30
Totals	17	$7,400.00	$6,290.00	$440.30	$6,730.30

Signature: _____ **Date:** _____

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W/O # 968210

NAB Form PR-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	**Date:**
KOAT-TV Albuquerque	10/29/2012

I, Media Strategies and Research,

being (on behalf of:) Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 29, 2012	Tuesday, November 06, 2012

Total Charges: $7,400.00

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 29, 2012

Date

Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

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